## CONTENTS AND AUTHOR INDEX


Page No.

Ph.D. Abstracts

2 Abu Gideiri, Eltigani A.
2 Bernacchi, Michael D.
3 Bowen, Lawrence
4 Brasch, Walter Milton
4 Choi, Chang Sup
5 Christians, Clifford Glenn
6 Clift, III, Charles E.
6 Deats, Jr., Thomas Stewart
7 De Bock, Johan Harold
8 Denbow, Carl Jon
9 Dogan, Ulvi
10 Drew, Dan G.
11 Dunn, Jr., Edward Wesley
12 Fairbanks, Merwin G.
13 Francke, Warren Theodore
14 Galow, Carl Frederick
15 Gambill, Joel T.
16 Gibson, Jr., Martin L.
16 Granato, Leonard A.
17 Guenter, Cornelius Donald
17 Henley, David Clement
19 Kahle, Roger R.
19 Kaplan, Frank L.
20 Koshy, Thottukadavil Eapen
21 Krull, Robert
22 La Brie III, Henry George
24 Leckenby, John Douglas
25 Loomis, Carl Floyd
25 Marsh, Harry Dean
25 Martin, Charles Henry
26 McNulty, Thomas M.
27 Mullins, Jr., Leslie Edward
28 Murphy, Sharon M.
28 Murray, Randall L.
29 Nagy, Alex
30 Opacic, Gordana
31 Ostman, Ronald Elroy
32 Pasqua, Jr., Thomas Mario
32 Peterson, Morris
33 Pullen, Ricky D.
34 Rhoades, George Roger
35 Sahin, Haluk
35 Scharbach, Steven E.
36 Schreiber, Richard Arthur
37 Schweitzer, John Clinton
37 Simmons, Robert Edwin
38 Singletary, Michael Willis
39 Sinichak, Stephen
40 Snipes, Ronald Larry
41 Somerick, Nancy Marie
42 Sparkes, Vernone M.
43 Spevak, Joseph E.
44 Steiner, Richard
44 Stone, Jr., William Jesse
45 Tinkham, Spencer Felton
46 Turney, Michael L.
47 Van Den Berg, Josephus A.H.A.
48 Watt, Jr., James Henderson
48 Weaver, David Hugh
49 Wiggins, Robert Gene
50 Wilcox, Dennis Lee
51 Wright, Donald Kenneth
52 Wright, W. Russell
53 Yost, Frank Donald

M.A. and M.S. Theses

56 Abbott, Eric A.
57 Abogunrin, Ruth L.
57 Ackley, Michael P.
58 Agoos, Lawrence David

Page No.

58 Akinfeleye, Ralph R. Afolabi
59 Akins, Linda G.
59 Al-Doory, Shirley A.
60 Alfaro, Annie Jeannette
60 Allen, Cynthia Mae
60 Allen, Susan L.
61 Anderson, Frederick Ivan
62 Anderson, Sister Mary Jacqueline
62 Andrews, Robert G.
62 Arnold, Tom Murray
63 Asher, LeRoy Jess
63 Auman, Emily Jean
64 Badgett, John Thomas
65 Bailey, Virginia Ruth
65 Baker, Mary Frances
66 Bakhtar, Maliheh
66 Balakrishnan, Trichur Ramakrishnan
67 Baldwin, Deborah
68 Barker, Sheridan Clinton
68 Bartholomew, C. Michael
69 Batts, James H.
69 Bauer, Thomas K.
70 Beane, Grace Marjorie
70 Belcher, Clyde Walter
70 Benton, Marc Gordon
71 Berman, Jay
71 Bielaski, Jennifer Townsend
72 Billings, William Harmond
72 Bindra, Vinita
73 Binns, Catherine A.
73 Blackburn, Gary M.
73 Blaschke, Johana Lee
74 Boylston, James R.
74 Breeze, II, Marshall Hall
75 Brigham, Janet
75 Broadhead, J. Paul
75 Brown, Alan W.
76 Brown, Leslie Greer
76 Bruning, Rita Marie
77 Buchholz, Terry L.
77 Burken, Judith Lucille
77 Bux, Robert M.
78 Byers, Michael Walter
78 Caldarera, Annie H. Liu
79 Cameron, Randy D.
79 Carlin, John C.
80 Carter, Peggy Cook
80 Chabot, Harvey Robert
81 Chain, Patricia A.
81 Chao, Laban Ching
82 Chapman, Buddy Wayne
82 Chapman, Thomas Joseph
83 Chaudhary, Anju Grover
83 Chen, Phoebe Fei-Pi
84 Choo, Kwang Y.
84 Christensen, Don Arthur
85 Christy, Robert W.
85 Chu, Gary Guang-Yen
86 Clark, Michael H.
86 Coffey, Andrew Walker
86 Cohen, Steven M.
87 Cole, Bruce Jon
87 Condry, Mary Louise
88 Cooley, Richard
88 Cooper, Thomas Charles
89 Coutou, Marie
89 Cuthbertson, Jr., James Oscar
90 Daly, Ann Marie
90 Dare, Donald James
90 Dart, Robert Edmunson
91 Davis, Anna Byrd
92 Davis, Joel Christian
92 deForest, Walter S.
93 Delaney, Richard Edwin
93 Dence, Lillian Marie Clara
93 Dieter, Bruce

| Page No. | |
|---|---|
| 94 | Dilts, Jon P. |
| 94 | Dodson, Carolyn Owen |
| 95 | Donerly, Brian |
| 95 | Downing, Martha Kay |
| 95 | Dunkovich, Dona R. |
| 96 | Dunlap, Mary Ruth |
| 96 | Eich, Kenneth L. |
| 97 | Elder, Eric C. |
| 97 | Engelhardt, Robert W. |
| 97 | Ervin, Robert Ferrell |
| 98 | Esplin, Fredrick Charles |
| 99 | Evarts, Drusilla Riley |
| 100 | Everhart, William Michael |
| 100 | Fay, James Paul |
| 101 | Ferdon, Jr., Douglas Robert |
| 101 | Fernandez, Julia Batti |
| 102 | Flippo, Chester White |
| 102 | Flowers, Jr., George A. |
| 102 | Freeman, Dorinda Elliott |
| 103 | Frost, Michael Edward |
| 103 | Gallacher, David L. |
| 103 | Gantt, Jerry Lloyd |
| 103 | Gardner, Richard A. |
| 104 | Garrison, Martin Bruce |
| 105 | Gilbert, Gordon A. |
| 105 | Glasser, Theodore Lewis |
| 106 | Goldstein, Cynthia Rose |
| 107 | Goodman, Lizabeth Carla |
| 107 | Gordon, Avishag H. |
| 108 | Gregory, Jr., LeRoy J. |
| 108 | Groves, Marjorie Pfister |
| 108 | Guenin, Zena Beth |
| 109 | Hackworth, Frances Evelyn |
| 109 | Han, Edward Nai-Kuo |
| 110 | Harris, James T. |
| 110 | Havach, Emil Lynn |
| 111 | Hayes, Deborah Lynn |
| 111 | Hemphill, Ronald Roy |
| 113 | Henry, Judith K. |
| 113 | Hicklin, William L. |
| 114 | Hickman, Billie Marion |
| 114 | Hindmarsh, Ted C. |
| 114 | Hines, Randall W. |
| 115 | Hipp, Gary Oscar |
| 115 | Hitch, Jr., William C. |
| 115 | Hoffmeyer, Jr., Oscar |
| 116 | Holley, Steven Dwight |
| 116 | Hooker, Jr., Thomas |
| 116 | Hopkins, William Watson |
| 116 | Huang-Fu, Anthony Ho-Wang |
| 117 | Hughes, John Patrick |
| 117 | Hurt, Ronald |
| 118 | Irvin, Rodney Douglas |
| 118 | Ivey, Mary A. |
| 119 | Ivy, James Milford |
| 119 | Jack, Richard Hyde |
| 120 | Janis, Robert K. |
| 120 | Jankowski, Nicholas Warren |
| 121 | Johnson, Steven Eldridge |
| 121 | Jones, Dennis R. |
| 122 | Jones, Gregory M. |
| 122 | Kalasky, John |
| 122 | Katt, James A. |
| 123 | Kaufman, III, John Alfred |
| 124 | Kauffmann, Sandra A. |
| 124 | Keeler, John Day |
| 124 | Kelly, Charles H. |
| 125 | Kenworthy, Duncan Hamish |
| 125 | Koch, Beverly Stephen |
| 126 | Kromp, Odalie Karen |
| 126 | Ku, Cathy Chia-Chang |
| 127 | Kumbier, Maridel Lessenger |
| 127 | Kuykendall, Thomas Robert |
| 127 | Lander, Elizabeth |
| 128 | Lange, James C. |
| 128 | Lange, Jean |

| Page No. | |
|---|---|
| 129 | Leaman, Frederick Albert |
| 129 | Lee, Sylvia Anne |
| 129 | Lehrman, Phyllis D. Elperin |
| 130 | Levy, Joyce |
| 130 | Lewis, Kathleen Kearney |
| 130 | Lichtenstein, Allen |
| 131 | Lietzen, Walter Edwin |
| 131 | Litman, Julius I. |
| 131 | Loebel, Maria-Elena A. |
| 132 | Lonnborg, Barbara A. |
| 132 | Lotfipour, Khosrow |
| 133 | Lugenbeel, Barbara Derrick |
| 133 | Lunsford, George Mortimer |
| 134 | Lustig, Barbara Ellen |
| 134 | Mace, Monte C. |
| 134 | Maher, John Patrick |
| 135 | Maier, Charles William |
| 135 | Manley, Michael |
| 136 | Martinez, Enrique Leon |
| 137 | Marvin, Carolyn Ann |
| 137 | Mather, Anne D. |
| 138 | Matlage, Bette Wyn Oliver |
| 138 | Medis, Lansage Piyasoma |
| 138 | Medley, Jerry M. |
| 139 | Merriner, James L. |
| 139 | Miller, Janice J. |
| 140 | Mitzman, Barry Neil |
| 140 | Mulligan, William A. |
| 141 | Musulin, II, Mike |
| 141 | Naegel, Lana |
| 142 | Nagel, Glennis L. |
| 142 | Naigow, Peter L. |
| 143 | Nees, Robert Michael |
| 143 | Nehiley, James Michael |
| 143 | Nelsen, David R. |
| 144 | Neuman, Terry A. |
| 144 | Nimtz, William Harry |
| 144 | Njoroge, Wamatu |
| 145 | Noll, Gayle Machen |
| 146 | Norman, Charles Henry III |
| 146 | Norman, Mary E. |
| 146 | O'Dell, Sylvia Lynn |
| 147 | O'Keefe, Lawrence John |
| 147 | Oldham, Beverly Jean |
| 147 | Olson, Robert G. |
| 148 | Orozco, Jr., Eloy R. |
| 148 | Ottinger, Charles A. |
| 149 | Pace, David Hugh |
| 149 | Parr, Shirleyanne Chase |
| 149 | Patrick, William Lawrence |
| 150 | Peake, Jacquelyn |
| 150 | Penn, Marynell Anderson |
| 151 | Penrose, Jeanne Marilyn |
| 151 | Perrine, Larry Gene |
| 152 | Peters, Howard G. |
| 152 | Pettigrew, Jr., James F. |
| 153 | Pettit, Thomas S. |
| 153 | Phillips, Jr., Harry William |
| 153 | Pinell, Manuel A. |
| 154 | Podolski, Mary Ann |
| 154 | Potter, Peter Eugene |
| 155 | Presswood, Walter Andrew |
| 155 | Priebe, Patricia E. |
| 155 | Pullman, Kathleen H. |
| 156 | Ramanathan, Sankaran |
| 156 | Randall, Starr Duane |
| 157 | Rawson, Janice Claire |
| 157 | Reeder, Daniel L. |
| 157 | Regan, LeVerne Tracy |
| 158 | Rehe, Rolf F. |
| 158 | Richardson, Peter A. |
| 159 | Rigg, Laurence Ashley |
| 159 | Ritter, Robert Lyman |
| 159 | Rock, John D. |
| 160 | Roesch, Patricia Adams |
| 161 | Rogers, David Laurence |

Page No.

161 Rossow, Marshel D.
162 Rouse, Virginia J.
162 Rowan, Robert Paul
162 Saling, Nona E.
163 Sampson, Cynthia
164 Sanchez, Leo. A.
164 Sandusky, Lynn A.
165 Santos, David
165 Schlatter, John Frederick
166 Schliessmann, Mike
166 Schmidt, John W.
167 Schreiber, Elliot
167 Sevener, Donald James
168 Sharp, Erwin A.
168 Shear, Elizabeth B.
169 Simmons, Marcie Kay
170 Simms, Jayne E.
170 Simons, Paula Ruth
171 Skamser, Paul J.
171 Sloan, William David
171 Smith, E. Lynn
172 Smith, Kenneth L.
173 Smith, Zay N.
173 Smithson, Joyce E.
174 Smoller, William J.
174 Stabile, III, Leonard William
175 Starcher, Ann Tresham
175 Stebbins, Lynne A.
176 Steinberg, James David
176 Stevens, Amanda Celeste
177 Stevens, Paul H.
177 Stewart, George D.
177 Stockdale, Brenda S.
178 Stockton, Richard Sheridan
178 Stover, Barbara Kay
179 Stubbs, Samuel E.
179 Suddath, John Frank
179 Sullivan, Dolores P.
180 Sweet, Nancy B.
180 Talley, Edward Michael
181 Tang, Pan Pan
181 Taylor, Winston Howarth
182 Teague, Danny Royce
182 Teich, Thea
183 Tilghman, Romalyn A.
183 Todd, James Edwin
183 Trapp, Mary Elaine Zunt
184 Truscello, Robert Joseph
185 Ullmann, Owen
185 Vickers, James Robert
186 Vogel, Bonnie A.
186 Walker, James E.
187 Ward, Morris A.
187 Warms, John Michael
188 Washburn, Patrick S.
188 Washington, James A.
188 Washington, Wanda J.
189 Wei, Michael Ming-kuang
190 Wetmore, Samuel Stewart
190 Wilkins, Keith Albert
191 Wilson, Max C.
191 Wilson, Norma Ruth
192 Wolde, Menbere
192 Wright II, John Wesley
193 Wu, Dee-Hua

194 SUBJECT INDEX

# SUBJECT INDEX

## ADVERTISING


Abstract Number

3 Advertising and the poor: A comparative study of patterns of response to television and magazine advertising between middle and low-income groups. Lawrence Bowen, Ph.D., University of Wisconsin, Madison.

31 Application of a transactional model to advertising messages. Charles Henry Martin, Ph.D., University of Texas.

45 A subjective investigation of motorcycle advertising. Richard Arthur Schreiber, Ph.D., University of Missouri.

109 A comparison of the amount of farm magazine advertising and the adoption of two farm practices. Terry L. Buchholz, M.S., University of Wisconsin, Madison.

201 Effects of various logotype structures on advertising content retention. Richard Hyde Jack, M.S., Florida Technological University.

210 The establishment of an advertising agency in Paducah, Kentucky. Sandra A. Kauffman, M.S., Murray State University.

218 Advertising creative research: The present state of the art. Thomas Robert Kuykendall, M.A., University of Texas.

255 A description of automobile advertising modification during the oil embargo. James Michael Nehiley, M.A.J.C., University of Florida.

257 Advertising's effect on young children: An exploratory study of general influences, external conflicts, and inner frustrations. Terry A. Neuman, M.C., Florida Technological University.

261 Corrective advertising--new remedy for an old problem. Charles Henry Norman, III, M.A., University of Texas.

284 Application of social marketing to anti-cigarette advertising a Q-study. Patricia E. Priebe, M.A., University of Texas.

313 The portrayal of adult sex roles: A content analysis of advertising pictures in six women's magazines. Marcie Kay Simmons, M.S., Kansas State University.

323 The relationship of selected personal values and product types to advertising effects. Leonard William Stabile, III, M.A., University of South Carolina.

333 Recent trends in advertising regulation reflected in front-page articles of Advertising Age. Samuel E. Stubbs, M.A. University of Texas.


See also Abstracts 2, 102, 104, 106, 165, 175, 222, 231, 258, 266, 275, 327, 347, 358.

## AUDIENCE ANALYSIS


Abstract Number

13 A factor analysis of communication habits and attitudes among Mexican Americans in Austin and San Antonio, Texas. Edward Wesley Dunn, Jr., Ph.D., University of Texas.

23 A Q-methodological study of attitudes toward water resources and implications for using mass media in dissemination of water research results. Roger R. Kahle, Ph.D., University of Missouri.

33 Mass communication on the campus: A descriptive and causal analysis of information-seeking and political behavior during the 1972 presidential campaign. Leslie Edward Mullins, Jr., Ph.D., University of North Carolina.

39 A readership model of news values. Thomas Mario Pasqua, Jr., Ph.D., University of Texas.

46 The newspaper and its community: An analysis of nonreadership. John Clinton Schweitzer, Ph.D., University of North Carolina.

65 Controversy and the church magazine: A study of readership, church-relatedness, and age. Frank Donald Yost, Ph.D., Syracuse University.

72 An analysis of information seeking parameters of the blind and physically handicapped. Shirley A. Al-Doory, M.A., University of Maryland.

75 Predicting reader interest in an anthropologically-oriented newspaper column. Susan L. Allen, M.S., Kansas State University.

107 A study of the relationship between publication and audience value orientations, and perceptions of the audience toward the publication. Leslie Greer Brown, M.A., Brigham Young University.

114 The Outdoor Times: A readership survey and history of a specialized weekly newspaper. Randy D. Cameron, M.A., North Texas State University.

178 Mass media availability and use in six Kentucky counties. Frances Evelyn Hackworth, M.S., University of Wisconsin, Madison.

186 Teen voting patterns and the 1972 elections-case study of students in one high school. Billie Marion Hickman, M.A., University of Texas.

205 The relationship of newspaper writing style and personal involvement of the reporter on comprehension, depth of readership and interestingness. Dennis R. Jones, M.A., University of South Carolina.

Abstract
Number

206 A readership survey of the Denton Record-Chronicle. Gregory M. Jones, M.A., North Texas State University.

219 Hotlines: Telephone counseling media. Elizabeth Lander, M.A., University of Texas.

227 Anomie and mass media use among the elderly. Allen Lichtenstein, M.A.J.C., University of Florida.

263 A study of parents' attitudes towards the Motion Picture Association of America rating system. Sylvia Lynn O'Dell, M.S., Oklahoma State University.

274 Motives and demographics in predicting radio listening behavior. Jeanne Marilyn Penrose, M.A., University of North Carolina.

298 A study of reader attitudes toward the Fort Dodge Messenger. Marshel D. Rossow, M.S., Iowa State University.

312 A study of ethos in magazine journalism. Elizabeth B. Shear, M.A. University of Georgia.

See also Abstracts 17, 26, 38, 64, 77, 79, 85, 102, 141, 169, 176, 203, 222, 254, 257, 270, 276, 286, 306, 336, 347, 360.

COMMUNICATION & NATIONAL DEVELOPMENT

11 The reasibility of utilizing a direct broadcast satellite for education and national development in Turkey. Ulvi Dogan, Ph.D., Syracuse University.

47 Socio-economic status, communication channels and cognitive modernism among slum-dwellers in Guayaquil, Ecuador. Robert Edwin Simmons, Ph.D., University of Minnesota.

66 Problem-solving communication patterns in community development: A study of Accion Comunal in Colombia. Eric A. Abbott, M.S., University of Wisconsin, Madison.

95 Duvalier and the press. Jay Berman, M.A., University of Southern California.

244 Mass communication and family planning in Sri Lanka. Lansage Piyasoma Medis, M.A., California State University, Northridge.

253 Mass media consumption patterns among urban educated adults in Kenya. Peter L. Naigow, M.A., University of Wisconsin, Madison.

Abstract
Number

360 A study of Christian book appeal to Protestant church members in Ethopia. Menbere Wolde, M.A., Syracuse University.

See also Abstracts 6, 14, 60, 63, 70, 98, 175, 184, 240, 259, 338, 362.

COMMUNICATION THEORY, PROCESS & EFFECTS

2 The influence of selected information cues on perceived product quality. Michael D. Bernacchi, Ph.D., Southern Illinois University.

5 Personality traits and program preferences regarding violence on television. Chang Sup Choi, Ed.D., Okalhoma State University.

8 Communication, social systems, and change. Thomas Stewart Deats, Jr., Ph.D., University of Iowa.

10 An experimental study of the effect of a repetition F factor on the relationship between listenability and readability. Carl Jon Denbow, Ph.D., Ohio University.

12 Attitude toward a news source, expected reporter-source interaction and journalistic objectivity. Dan G. Drew, Ph.D., Indiana University.

26 Program entropy and structure as factors in television viewership. Robert Krull, Ph.D., University of Wisconsin, Madison.

28 Intra-family communication of ethnicity. John Douglas Leckenby, Ph.D., University of Illinois.

34 Theoretic and strategic basis for development of a discovery program in human communication. Sharon M. Murphy, Ph.D., University of Iowa.

37 Natural order in cognizing and clause order in the sentencing of conjoined expressions. Gordana Opacic, Ph.D., University of Illinois.

38 Systems and communication control: An analysis of the process of evaluating films on drug abuse. Ronald Elroy Ostman, Ph.D., University of Minnesota.

40 The relationships between accuracy in role-taking and in estimating the "generalized other" in four academic departments. Morris Peterson, Ph.D., Southern Illinois University.

48 A study of the effects of co-orientation and expertise on belief and value appeals. Michael Willis Singletary, Ph.D., Southern Illinois University.

Abstract
Number

54 Effects of message quality and complexity on communication acceptance and source credibility. Richard Steiner, Ph.D., Syracuse University.

56 Interpersonal traits, interpersonal anxiety and response to need-oriented communications. Spencer Felton Tinkham, Ph.D., University of Illinois.

58 Family communication dimensions as a frame of reference: Orientation, perceived structure and alienation. Josephus A.H.A. Van Den Berg, Ph.D., University of Wisconsin, Madison.

59 Television viewing and aggression: An examination of the catharsis, facilitation, and arousal models. James Henderson Watt, Jr., Ph.D., University of Wisconsin, Madison.

64 The effect of perceived cost and the perception of value on medical information seeking. W. Russell Wright, Ph.D., Southern Illinois University.

68 The flow of information and opinion in a local labor union. Michael P. Ackley, M.S., San Jose State University.

77 The relation of television viewing and content to creativity in adolescents: A multiple regression analysis. Sister Mary Jacqueline Anderson, M.S., Southern Illinois University.

78 The effects of an informational briefing on the attitudes of certain high school seniors in the Dallas-Fort Worth metropolitan area toward the Air Force ROTC training program. Robert G. Andrews, M.J., North Texas State University.

84 Readers' theatre: Communication aiding learning in the elementary school. Mary Frances Baker, M.C., Florida Technological University.

89 Cognitive effects from using analogies to communicate physics to audiences in different decision-situations. C. Michael Bartholomew, M.A., University of Maryland.

91 A comparison of news criteria across roles at three television news departments in Iowa. Thomas K. Bauer, M.A., University of Iowa.

94 An investigation of some possible correlates of communication accuracy in a coorientation framework. Marc Gordon Benton, M.A., University of Kentucky.

96 An examination of the mobilizing information concept: An analysis of two Oregon newspapers. Jennifer Townsend Bielaski, M.A., University of Oregon.

113 An analysis of the psycholinguistic abilities of Chinese-English bilingual children and American-English monolingual children. Annie H. Liu Caldarera, M.A., Brigham Young University.

Abstract
Number

120 The differential effects on the media on source and message credibility. Buddy Wayne Chapman, M.A., University of Oklahoma.

137 Family communication patterns and coorientational accuracy. Ann Marie Daly, M.A., University of Kentucky.

141 A preliminary investigation of intergenerational perceptions of stereotypes of the aged. Joel Christian Davis, M.A., University of Oregon.

148 Appropriateness of student's t to semantic differential data and implications for scaling assumptions. Brian Donerly, M.A.J.C., University of Florida.

176 Says who? Vs what's it say? Comparative effects on low income homemakers' responses to a nutrition newsletter. Marjorie Pfister Groves, M.S., Iowa State University.

187 The media lab: One application of the student response system as a communication tool. Ted C. Hindmarsh, M.A., Brigham Young University.

196 Reducing fear in children toward their first dental visit by utilizing television. John Patrick Hughes, M.A.J.C., University of Florida.

213 Metacommunication in written texts: An exploration of literary tone. Duncan Hamish Kenworthy, M.A., University of Pennsylvania.

254 A twenty-third year follow-up study on high reading interest in the sixth grade as it compares to later economic achievement. Robert Michael Nees, M.A., Brigham University.

258 A study of the adopters of planned-unit developments in Utah county and their use of communication channels during their adoption decision process. William Harry Nimtz, M.A., Brigham Young University.

265 Clarity, meaningfulness and disintegrative patterns in classroom panel discussions. Beverly Jean Oldham, M.S., Oklahoma State University.

271 Opinion leadership and innovativeness in an east Tennessee school system. William Lawrence Patrick, M.A., University of Tennessee.

276 Perceptions of combinations of Negro and White television programs and commercials: An experimental study of racial differences among male high school students. Howard G. Peters, M.A., Temple University.

301 An investigation of the effects of competition and cooperation of the accuracy and congruency of communication in coriented dyads. Nona E. Saling, M.A., University of Kentucky.

Abstract
Number

319 An accuracy study of environmental reporting in three national news magazines. Kenneth L. Smith, M.S., Iowa State University.

320 Nader as Leviathan: Authoritarian tendencies in an alternative communicator. Zay N. Smith, M.A., University of Iowa.

325 An evaluation of the relationships between major field of study, dogmatism and news-seeking behavior. Lynne A. Stebbins, M.S., Ohio University.

331 A study on the effect of non-redundant, superimposed messages with regard to aural information in an audio-visual presentation. Richard Sheridan Stockton, M.A., Brigham Young University.

348 Student-teacher verbal interaction as an alternative instructional method. Bonnie A. Vogel, M.A., University of Georgia.

361 An investigation of high anxiety verbal behavior. John Wesley Wright, II, M.C., Florida Technological University.

See also Abstracts 6, 14, 31, 33, 46, 47, 49, 50, 51, 57, 66, 86, 107, 126, 127, 153, 192, 203, 216, 220, 233, 235, 240, 243, 255, 256, 257, 264, 274, 285, 286, 287, 291, 306, 312, 318, 323, 334, 346, 357.

COMMUNICATOR ANALYSIS

42 Characteristics of interpretative news: Newsmen's priorities. George Roger Rhoades, Ed.D., Oklahoma State University.

50 News values and news decisions of high and low authoritarian editors. Ronald Larry Snipes, Ed.D., Oklahoma State University.

93 An evaluation and preliminary classification of guidelines used by selected journalistic film critics. Clyde Walter Belcher, M.A., University of Arizona.

116 A study of persons who write letters to the editor of the Atlanta Constitution. Peggy Cook Carter, M.A., University of Georgia.

169 Pretesting newspaper article headlines as a means of determining the level of wire editors' knowledge of subscribers' interests. Martin Bruce Garrison, M.A., University of Tennessee.

171 An analysis of language behavior in the underground press. Theodore Lewis Glasser, M.S., Oklahoma State University.

184 A study of the Venezuelan journalist in relation to his professional ideas and his conditions of work. Judith K. Henry, M.S., University of Kansas.

Abstract
Number

212 Communications training, experience and practices of communicators serving agricultural input firms in Iowa. Charles H. Kelly, M.S., Iowa State University.

241 Running on the fence: Ralph McGill's strategy in five civil rights crises. Carolyn Ann Marvin, M.A., University of Texas.

264 Reporter socialization on daily newspapers in Florida. Lawrence John O'Keefe, M.A.J.C., University of Florida.

285 A comparative study of concrete vocabulary usage and background experiences of journalists and authors to determine if a relationship between journalism experience and concrete literary style exists. Kathleen H. Pullman, M.S., Ohio University.

318 Perceived role of the student editor of The Haymaker. Lynn E. Smith, M.S., Oklahoma State University.

334 Guidelines for the selection of instructional media. John Frank Suddath, M.A., University of Texas.

See also Abstracts 12, 17, 24, 27, 30, 56, 74, 91, 113, 117, 129, 139, 147, 168, 170, 175, 203, 205, 239, 256, 262, 271, 290, 293, 314, 320, 326, 332, 345.

COMMUNITY JOURNALISM

See Abstract 190.

CONTENT ANALYSIS

189 Saturday children's television revisited. Gary Oscar Hipp, M.A.J.C., University of Florida.

204 A categorical analysis of food page sections in newspapers of 100,000 or more circulation. Steven Eldridge Johnson, M.S., Oklahoma State University.

See also Abstracts 32, 53, 76, 81, 96, 99, 107, 118, 121, 126, 131, 132, 142, 157, 161, 169, 174, 177, 188, 199, 223, 233, 235, 242, 261, 282, 303, 305, 313, 319, 321, 342, 347.

Abstract
Number

COURTS AND LAW OF THE PRESS (MEDIA)

18 Hugo Black: The First Amendment and the mass media. Joel T. Gambill, Ph.D., Southern Illinois University.

20 Prior restraint: Resurgent enemy of freedom of expression. Leonard A. Granato, Ph.D., Southern Illinois University.

41 A comparison and contrast of the libertarian and social responsibility theories of the press based on United States Supreme Court decisions. Ricky D. Pullen, Ph.D., Southern Illinois University.

61 Access to the mass media: Public's right or publishers' privilege? Robert Gene Wiggins, Ph.D., Southern Illinois University.

69 The courts' use of the contempt power, thereby judicially interpreting the First Amendment's protective clause, its status in relation to the other constitutional rights, and its relation to protective state statues...as they relate to the denial of a news source privilege to newsmen. Lawrence David Agoos, M.A., University of Georgia.

130 The Pentagon Papers case: Three years of interpretation in the courts. Steven Cohen, M.A., University of Missouri.

150 Fair trial and free press: A categorically annotated bibliography of the views of the American press and bar 1965-1971. Dona R. Dunkovich, M.A., California State University, Fullerton.

154 Freedom of information laws in New York state: Status and recent developments. Robert W. Engelhardt, M.A., Marquette University.

164 Newsmen's privilege. Dorinda Elliott Freeman, M.A., University of North Carolina.

197 A history of Texas open meeting laws. Ronald Hurt, M.A., East Texas State University.

228 The legal process through which freedom of publication became constitutionally accepted doctrine. Walter Edwin Lietzen, M.S., University of Kansas.

231 The First Amendment on the classified page: Commercial speech and the 1973 Supreme Court. Barbara A. Lonnborg, M.A., University of Wisconsin, Madison.

315 Freedom of the press in high school newspapers and yearbooks: A status report 1973-1974. Paula Ruth Simons, M.S., Kansas State University.

See also Abstracts 19, 100, 103, 202, 272, 279, 283.

Abstract
Number

CRITICISM AND DEFENSE OF THE PRESS (MEDIA)

19 Freedom of the press: Foundations and attitudes. Martin L. Gibson, Jr., Ph.D., University of Texas.

30 Correlates of professionalism and news performance. Harry Dean Marsh, Ph.D., University of Texas.

53 An analysis of the content of selected United States magazine articles for the period 1915 through 1934: What was said about United States English-language daily newspaper. Joseph E. Spevak, Ph.D., University of Iowa.

117 Photographer's ethics in ten photojournalism situations as judged by three types of Florida daily newspaper news managers. Harvey Robert Chabot, M.A.J.C., University of Florida.

129 The "most decorated" soldier: The media and Anthony B. Herbert. Andrew Walker Coffey, M.S., University of Arizona.

139 Influences of mass media and college sports information directors upon selected sports-writers' choices for all-American football players. Robert Edmunson Dart, M.A., University of Georgia.

168 A profile of the Saigon press corps: 1971. Richard A. Gardner, M.A., Indiana University.

192 The Dallas morning news and the Times-Herald and the image of Dallas in the decade after the Kennedy assassination. Steven Dwight Holley, M.A., University of Texas.

229 News bias: Perceived and identified by professional reporters and audience members. Julius I. Litman, M.A., University of Pennsylvania.

234 Newspaper reporting and interpretation of President Nixon's stated policies on international affairs. George Mortimer Lunsford, M.A., University of Georgia.

235 A portrayal of public opportunities for decision-making in television: A content analysis of mass periodical articles concerning television. Barbara Ellen Lustig, M.A., University of Pennsylvania.

277 A study of rock music criticism in selected U.S. print media from 1970 through 1971. James F. Pettigrew, Jr., M.A., University of Georgia.

282 News-editorial treatment of smelter emission-control controversies in Arizona and Montana. Peter Eugene Potter, M.A., University of Arizona.

Abstract
Number

311 A "supersoldier" and the press: A case study of how six metropolitan newspapers reported allegations of war crimes and their cover-up made by Lt. Col. Anthony B. Herbert, U.S. Army. Erwin A. Sharp, M.A., University of Wisconsin.

356 Discernible bias in newspaper coverage of an American political trial, 1949. Samuel Stewart Wetmore, M.A., Michigan State University.

See also Abstracts 50, 61, 103, 106, 118, 163, 172, 173, 181, 195, 243, 246, 261.

CROSS-NATIONAL STUDIES

25 A study of media use for news--particularly news about India--by Indo-Asians in the cities of Ithaca, Rochester and Syracuse, New York: Field survey. Thottukadavil Eapen Koshy, Ph.D., Syracuse University.

98 A case study of the Indian and Pakistani press: Their performance during the 1971 Indo-Pak War and their use as propaganda agents. Vinita Bindra, M.A., Indiana University.

123 Comparison of family planning communication practices of Taiwanese families living in Madison, Wisconsin and Taiwan, Republic of China. Phoebe Fei-Pi Chen, M.S., University of Wisconsin, Madison.

127 A Q-sort comparison between cultural expectation of Chinese and cultural perceptions of returned Latter-day Saint Missionaries from the United States who had been assigned to Chinese missions. Gary Guang-Yen Chu, M.A., Brigham Young University.

174 Content analysis of international news in selected Israeli newspapers and an American newspaper. Avishag H. Gordon, M.J., Louisiana State University.

179 Editorial attitudes of The New York Times toward Communist China, 1949-1973. Edward Nai-Kuo Han, M.J., Louisiana State University.

195 China membership issue in the United Nations: Comparative coverage by Taipeik Central Daily News and The New York Times. Anthony Ho-Wang Huang-Fu, M.S.J., West Virginia University.

216 The international student in the United States: A survey of mass media use and image. Cathy Chia-Chang Ku, M.S., Kansas State University.

236 How The New York Times and Pravda covered selected events of the 1972 Summer Olympics. Monte C. Mace, M.S., University of Kansas.

Abstract
Number

262 A study of the selection of U.S. foreign news by three French foreign news editors. Mary E. Norman, M.A., North Texas State University.

270 Elements affecting foreign students' attitudes toward American television. Shirleyanne Chase Parr, M.S., Florida Technological University.

286 Opinion leadership among Malaysian students: A survey of two American university campuses. Sankaran Ramanathan, M.S., Ohio University.

See also Abstracts 32, 36, 113, 158, 168, 355.

EDITORIAL POLICY AND METHODS

17 A comparison of one newspaper's editor and subscriber news values. Carl Frederick Galow, Ed.D., Oklahoma State University.

32 Network television documentary treatment of the Vietnam War, 1965-1969. Thomas M. McNulty, Ph.D., Indiana University.

81 Content analysis of editorials in sixteen chained and unchained Indiana newspapers. Emily Jean Auman, M.A., Ball State University.

82 Prime time access rule, Tennessee 1973: A study of program practices and needs for implementation. John Thomas Badgett, M.A., University of Tennessee.

106 Editorial advertising: A means of free expression? Alan W. Brown, M.C., Florida Technology University.

108 Abortion reform: An analysis of the reportage and editorial interpretation of proposal B by three Michigan daily newspapers in the general election of 1972. Rita Marie Bruning, M.A., Michigan State University.

121 Reporting of crime and criminal justice in the American daily newspaper. Thomas Joseph Chapman, M.A., Syracuse University.

122 Comparative news judgment of Indian and American journalists. Anju Grover Chaudhary, M.A., University of Maryland.

126 Suburban editions of The Los Angeles Times. Robert W. Christy, A.M., University of Southern California, Los Angeles.

131 Science conflict: A content analysis of four major metropolitan newspapers 1951, 1961, 1971. Bruce Jon Cole, M.A., University of Minnesota.

Abstract
Number

157 A comparison of television top-of-program and newspaper front-page headlines. Drusilla Riley Evarts, M.A., Ohio University.

158 Coverage of the Vietnam War by three American newsmagazines. William Michael Everhart, M.S., University of Utah.

199 Journal of the American Medical Association: The Medicare years. Mary A. Ivey, M.A., University of Texas.

209 The (Lansing) State Journal as a Gannett property: An inquiry into and evaluation of editorial performance under Gannett Co. ownership. John Alfred Kaufman, III, M.A., Michigan State University.

275 A study of five midwestern regional general interest agricultural newspapers. Larry Gene Perrine, M.S., Kansas State University.

293 Eight columnists' coverage of George McGovern's 1972 bid for the presidency. Laurence Ashley Rigg, M.A.J.C., University of Florida.

305 A qualitative study of the forcefulness of local and non-local editorials. David Santos, M.A., California State University.

310 Editorial and opinion page coverage of the presidential election campaign of 1972 by five Michigan dialy newspapers. Donald James Sevener, M.A., Michigan State University.

355 The treatment of President Nixon's China trip in The New York Times, Central Daily News of Taipei, and People's Daily of Peking. Michael Ming-Kuang Wei, M.A., University of Missouri.

See also Abstracts 9, 12, 16, 42, 50, 67, 75, 83, 86, 88, 93, 98, 115, 129, 133, 155, 159, 160, 170, 172, 177, 178, 179, 191, 195, 200, 205, 219, 229, 234, 236, 237, 238, 245, 247, 267, 277, 282, 289, 292, 294, 295, 314, 315, 317, 321, 329, 339, 356.

EDUCATION FOR JOURNALISM

22 A study of the educational and professional backgrounds of journalism teachers in California public high schools. David Clement Henley, Ph.D., United States International University.

57 Mass communication games: Simulation-games for teaching/learning about journalism/mass communication. Michael L. Turney, Ph.D., University of Iowa.

63 An analysis of the training and professionalization of Canadian journalists. Donald Kenneth Wright, Ph.D., University of Minnesota.

Abstract
Number

97 High school journalism in North Carolina: A survey of teachers, programs, and instructional needs. William Harmond Billings, M.A., University of North Carolina.

110 A class plan for a journalism course in junior colleges. Judith Lucille Burken, M.A., Michigan State University.

124 Images of eight branches of journalism perceived by journalism students at North Texas State University. Kwang Y. Choo, M.A., North Texas State University.

144 A comparative study of the effects of computer-assisted and programmed instruction on achievement in AP-UPI style in undergraduate journalism classes.. Lillian Marie Clara Dence, M.A.J.C., University of Florida.

155 Functions of the high school press as viewed by three publics within a high school social system. Robert Ferrell Ervin, M.S., Oklahoma State University.

165 How advertising education is regarded by presidents of Florida advertising agencies that are members of the American Association of Advertising Agencies. Michael Edward Frost, M.A.J.C., University of Florida.

243 Journalism students: Their disparate social-political attitudes and reading habits. Bette Wyn Oliver Matlage, M.A., University of Texas.

260 A study of advertising education in United States junior/community colleges. Gayle Machen Noll, M.A., Texas Tech University.

266 A descriptive study of opinions on advertising education offered by advertising major graduated from Brigham Young University during 1968-to 1971. Robert G. Olson, M.A., Brigham Young University.

273 A study of the methods of financing printed Texas high school newspapers. Marynell Anderson Penn, M.S., East Texas State University.

281 An audio-tutorial approach to the teaching of journalistic ethics. Mary Ann Podolski, M.S., Iowa State University.

288 The development and evaluation of behavioral objectives for junior college instruction about mass communications. Janice Claire Rawson, M.A., California State University, Fullerton.

299 Development of didactor program for improvement of writing skills. Virginia J. Rouse, M.A., Indiana University.

324 News writing by beginning students: A content analysis. Ann Tresham Starcher, M.S.J., West Virginia University.

330 A study of qualifications of a randomly selected sample of Kentucky high school journalism teachers. Brenda S. Stockdale, M.S., Murray State University.

Abstract
Number

353 University public relations programs to recruit minority students: A comparative study. James A. Washington, M.A., University of Wisconsin, Madison.

358 Attitudes of 198 advertising agency managers toward advertising education in 1972. Max C. Wilson, M.A., Brigham Young University.

359 A guide to yearbook organization and production for the beginning adviser. Norma Ruth Wilson, M.S., University of Kansas.

362 A study of the attitudes of professional Taiwan journalists regarding the effectiveness of contemporary journalism in Taiwan. Dee-Hua Wu, M.A., Bringham Young University.

See also Abstracts 34, 40, 49, 187, 198, 212, 265, 325, 345, 348.

FOREIGN PRESS & INTERNATIONAL COMMUNICATION

24 The Czechoslovak press and the reform movement 1963-1968. Frank L. Kaplan, Ph.D., University of Wisconsin, Madison.

43 Broadcasting autonomy in Turkey: 1961-1971. Haluk Sahin, Ph.D., Indiana University.

62 The press in black Africa: Philosophy and control. Dennis Lee Wilcox, Ph.D., University of Missouir.

70 Pre-and post-independence Nigerian journalism: (1859-1973). Ralph R. Afolabi Akinfeleye, M.A., University of Missouri.

73 Freedom of the press in Spain since 1966. Annie Jeannette Alfaro, M.A.J.C., University of Florida.

85 Population, literacy rate, per capita income, as determinants of daily newspapers and circulation in the Middle East. Maliheh Bakhtar, M.S., Oklahoma State University.

118 Press coverage of the Chilean coup as reported by four world newspapers. Patricia A. Chain, M.S., University of Wisconsin.

175 The multinational corporation: Pervasive form of international communication. Leroy J. Gregory, Jr., M.A.J.C., University of Florida

225 A story of press freedom in South Africa. Joyce Levy, M.A., North Texas State University.

248 How to sleep with an elephant: The problem of American influence in the history of Canadian broadcasting policy. Barry Neil Mitzman, M.S., University of Oregon.

Abstract
Number

259 Implications of foreign ownership of the press in Kenya. Wamatu Njoroge, M.A., California State University, Northridge.

309 Soviet press theory and dissent in the Union of Soviet Socialist Republics, 1953-1974. Elliot Schreiber, M.A., Pennsylvania State University

326 Totalitarianism and the press: Ideological justification used by Hitler, Peron and Castro to control news media. James David Steinberg, M.A., University of Arizona.

338 China's central news agency fifty years for freedom: 1924-1973. Pan Pan Tang, M.A., Southern Illinois University.

See also Abstracts 25, 36, 60, 63, 95, 119, 184, 232, 234, 236, 262, 286, 329, 362.

GOVERNMENT AND THE PRESS (MEDIA)

Abstract
Number

35 Harry S. Truman and press opinion, 1945-1953. Randall L. Murray, Ph.D., University of Minnesota.

36 Federal censorship of Communist political propaganda and the First Amendment: 1941-1961. Alex Nagy, Ph.D., University of Wisconsin, Madison.

60 The press and government control: International patterns of development from 1950 to 1966. David Hugh Weaver, Ph.D., University of North Carolina.

100 Legal interpretation and press use of the Illinois open meetings law. Gary M. Blackburn, M.S., Southern Illinois University.

115 The FCC versus "topless radio". John C. Carlin, M.A.J.C., University of Florida.

156 The office of telecommunications policy: The growing role of the executive branch in broadcasting. Fredrick Charles Esplin, M.A., University of Utah.

163 The role of mass media in the Watergate affair. George A. Flowers, Jr., M.A.J.C., University of Florida.

181 The watchdog barks at snooping: Army political spying from 1967 to 1970 and the media that opposed it. Emil Lynn Havach, M.A., University of Arizona.

202 Privacy vs. the right to know: An analysis of the nation's privacy laws and their effect on the freedom of the press. Robert K. Janis, M.A., Kent State University.

272 John Frank Coss and the Walsenburg (Colorado) Independent. Jacquelyn Peake, M.A., University of Colorado.

Abstract
Number

279 Domestic intelligence in California: Police files on non-criminals. Harry William Phillips, Jr., M.A., University of Southern California.

322 An investigation of the role of the news media in enactment of snowmobile laws in the 1971 session of the Wisconsin legislature. William J. Smoller, M.S., University of Wisconsin.

See also Abstracts 9, 18, 19, 21, 41, 52, 62, 69, 82, 98, 130, 154, 164, 185, 207, 225, 232, 234, 238, 248, 252, 293, 311, 326, 333, 349, 356.

HISTORY AND BIOGRAPHY

7 The WLBT-TV case, 1964-1969: An historical analysis. Charles E. Clift, III, Ph.D., Indiana University.

14 Newspapers and social values: Chicago journalism, 1890-1910. John Edward Erickson, Ph.D., University of Illinois.

15 A history of newspaper journalism in Alton, Illinois, from 1836 to 1962, as represented by the Alton Evening Telegraph and its predecessors. Merwin G. Fairbanks, Ph.D., Southern Illinois University.

16 Investigative exposure in the nineteenth century: The journalistic heritage of the muckrakers. Warren Theodore Francke, Ph.D., University of Minnesota.

55 A historical survey of leading Texas denominational newspapers: 1846-1861. William Jesse Stone, Jr., Ph.D., University of Texas.

74 Gay Talese: New journalist. Cynthia Mae Allen, M.A., University of Texas.

88 An historical analysis of the Morristown (Tennessee) CITIZEN-TRIBUNE: 1966-1970. Sheridan Clinton Barker, M.A., University of Tennessee.

90 Martin Luther: Mass communicator and propagandist. James H. Batts, M.A., North Texas State University.

104 The Federal Trade Commission, 1969-1973: Years of flux. Janet Brigham, M.A., Brigham Young University.

105 A history of the American Fork Citizen, 1903-1973. J. Paul Broadhead, M.A., Brigham Young University.

133 The appeal to reason and the presidential campaign of 1912. Richard Cooley, M.S., University of Kansas.

142 The periodical press and the Pullman Strike: An analysis of the coverage and interpretation of the railroad boycott of 1894 by eight journals of opinion and reportage. Walter S. deForest, M.A., University of Wisconsin, Madison.

Abstract
Number

147 David A. Cheavens: Dean of Texas political reporters. Carolyn Owen Dodson, M.A., East Texas State University.

151 The Oxford Observer: Oxford, Mississippi, 1843-1844. Mary Ruth Dunlap, M.A., University of Mississippi.

160 James Michener as advocacy journalist. Douglas Robert Ferdon, Jr., M.A.J.C., University of Florida.

162 Rock journalism and Rolling Stone. Chester White Flippo, M.A., University of Texas.

166 A history of the instructional media facilities from 1920-1973 as they relate to the development of the learning resource center concept at Brigham Young University. David L. Gallacher, M.A., Brigham Young University.

170 The Daily World: Story of a Communist newspaper. Gordon A. Gilbert, M.A., California State University, Northridge.

185 A herald for a cavalryman. William L. Hicklin, M.A., University of Wisconsin, Madison.

188 Selected press coverage of Wounded Knee--1890. Randall W. Hines, M.A., Kent State University.

190 Run for your life: The publishing career of Phil McMullen. William C. Hitch, Jr., M.A., East Texas State University.

191 Changes in religion news reporting Dallas Morning News 1948-1972. Oscar Hoffmeyer, Jr., M.A., East Texas State University.

207 Administration editors: 1789-1859. John Kalasky, M.A., Pennsylvania State University

226 Maggie Higgins. Kathleen Kearney Lewis, M.A., University of Maryland.

237 An exposition of the Progressive Communist. John Patrick Maher, M.S., University of Kansas.

238 Politics, the prison, and the press: A case study of the small-town, political press in Auburn, N.Y., and of the trend toward greater political freedom in American journalism, 1825-1840. Charles William Maier, M.A., Syracuse University.

239 I. F. Stone: An independent journalist's early dissent on the Vietnam War, 1961-1965. Michael Manley, M.A., Michigan State University.

249 The newspapers of Calloway and Marshall counties, Kentucky, William A. Mulligan, M.S., Murray State University.

278 The life and times of George Washington Brown. Thomas S. Pettit, M.S., University of Kansas.

297 The Lumberman's Gazette: America's first lumber journal. David Laurence Rogers, M.A., Michigan State University.

Abstract
Number

300 James R. Record and the Fort Worth Star-Telegram. Robert Paul Rowan, M.A., East Texas State University.

304 A historical analysis of the News and Truths: Pioneer religious weekly magazine published by H. Boyce Taylor in Murray, Kentucky, from 1906 until 1932. Lynn A. Sandusky, M.S., Murray State University.

307 The Big Stone Lake Chautauqua and Summer School Institute. Mike Schliessmann, M.S., South Dakota State University.

308 Edward Zane Carroll Judson (Ned Buntline)--The grandaddy of dime novelists. John W. Schmidt, M.A., University of Wisconsin, Madison.

316 The Ashland Press: An historical overview. Paul J. Skamser, M.A., South Dakota State University.

328 A history of the Fort Dodge, Iowa, Messenger. Paul H. Stevens, M.S., University of Kansas.

335 The history of The Youngstown Vindicator. Dolores P. Sullivan, M.A., Kent State University.

337 A biographical study of Staley T. McBrayer: His contributions to offset lithography and the suburban press. Edward Michael Talley, M.A., East Texas State University.

340 A history of The Lindale News. Danny Royce Teague, M.A., East Texas State University.

343 An historical study of Gladewater newspapers, with emphasis on The Daily Times-Tribune, The Daily Mirror, and The Mirror. James Edwin Todd, M.S., East Texas State University.

344 The journalism of Margaret Fuller: 1844-1850. Mary Elaine Zunt Trapp, M.A., Kent State University.

350 The York Gazette and Daily: A study of a deviant newspaper. Morris A. Ward, M.A., Pennsylvania State University.

351 Alf Roberson and The Grand Saline Sun. John Michael Warms, M.S., East Texas State University.

See also Abstracts 4, 18, 19, 20, 27, 29, 35, 43, 70, 83, 87, 95, 99, 114, 125, 128, 134, 139, 156, 197, 214, 228, 241, 242, 245, 247, 248, 268, 272, 275, 283, 289, 292, 295, 296, 309, 317, 320, 326, 338, 354, 356.

INDUSTRIAL JOURNALISM

332 The role of the business communicator. Barbara Kay Stover, M.A., University of Texas.

See also Abstract 71.

MAGAZINES

Abstract
Number

87 The demise of the Saturday Review: A history of the Charney-Veronis take-over. Deborah Baldwin, M.A., University of Oregon.

132 Characteristics of articles in two magazines: Saturday Review and Reader's Digest, 1971. Mary Louise Condry, M.S., West Virginia University.

134 Arizona Highways: From engineering pamphlet to prestige magazine. Thomas Charles Cooper, M.A., University of Arizona.

149 How new magazines get started--three case studies. Martha Kay Downing, M.A., University of Texas.

203 Perceptions of a magazine: How four groups--readers, editors, university administrators, and advisory board members --view Old Oregon, University of Oregon alumni magazine. Nicholas Warren Jankowski, M.A., University of Oregon.

233 A content analysis of Good Housekeeping's short fiction from November 1972-October 1973. Barbara Derrick Lugenbeel, M.A., University of South Carolina.

289 A look at Look. Daniel L. Reeder, M.S., University of Kansas.

329 A study of the Military Review: The development of a professional journal. George D. Stewart, M.S., University of Kansas.

See also Abstracts 3, 16, 53, 99, 109, 158, 199, 235, 237, 255, 296, 304, 306, 312, 313, 342.

MEDIA MANAGEMENT AND PRODUCTION

67 A descriptive study of the role of the newsroom staff in selecting the managing editor on an Iowa newspaper. Ruth L. Abogunrin, M.S., Iowa State University.

102 An analysis of the community newspaper: Blackville community used for case study purposes to determine whether those desired factors for the establishment of a community newspaper exist. James R. Boylston, M.A., University of South Carolina.

140 The use of electronic copy processing systems by selected daily newspapers in the South. Anna Byrd Davis, M.A., University of Tennessee.

159 Television program acquisition: An analysis and documentation of current practices. James Paul Fay, M.S., University of Illinois.

Abstract
Number

182 Problems in management of television news operations. Deborah Lynn Hayes, M.A., University of Wisconsin, Madison.

280 The computer in the newspaper: From the reporter to the press. Manuel A. Pinell, M.A., University of Missouri.

283 Failure of a newspaper joint-publication agreement: History of the Chattanooga (Tenn.) Post, 1966-1970. Walter Andrew Presswood, M.S., West Virginia University.

317 A study of daily newspaper competition: Mount Pleasant, Texas, 1968-1972. William David Sloan, M.A., University of Texas.

339 The flow of religious news: A comparative analysis of the news services of two denominations and their relationships to regional publications. Winston Howarth Taylor, M.A., University of Maryland.

341 Producing a teachers' handbook for Platt National Park's Environmental Study Area: Animal homes trail. Thea Teich, M.S., University of Wisconsin, Madison.

See also Abstracts 55, 80, 81, 101, 105, 126, 133, 143, 145, 146, 149, 167, 190, 205, 209, 210, 215, 242, 273, 275, 306, 329, 359.

MISCELLANEOUS

1 Interrelationships of income, market news exposure and marketing behavior for selected Wisconsin farmers. Eltiqani A. Abu Gideiri, Ph.D., University of Wisconsin.

44 Consumer information processing for brand decisions. Steven E. Scharbach, Ph.D., University of Wisconsin, Madison.

52 Municipal agencies for the regulation of cable television: A study of current developments and issues. Vernone M. Sparkes, Ph.D., Indiana University.

92 Knowledge and opinions on nuclear power issues: How well-informed is the public? Grace Marjorie Beane, M.S., University of Wisconsin.

136 The Chapel Hill Charter Commission. James Oscar Cuthbertson, Jr., M.A., University of North Carolina.

161 Medical news and the public: A Q-methodological analysis. Julia Batti Fernandez, M.A., California State University, Fresno.

180 Tundra peregrines: A journey into Greenland. James T. Harris, M.S., University of Wisconsin.

Abstract
Number

193 A study of correlates of University of Texas students' opinions of news media coverage of Students for a Democratic Society. Thomas Hooker, Jr., M.A., University of Texas.

194 Outdoor drama: A North Carolina contribution to the arts. William Watson Hopkins, M.A., University of North Carolina.

230 Children's learning of consumer skills within the context of television programs. Maria-Elena A. Loebel, M.S., University of Wisconsin, Madison.

269 North Carolina public schools: An analysis of the first statewide assessment. David Hugh Pace, M.A., University of North Carolina.

346 Family communication patterns and the academic adjustment of college students. Owen Ullmann, M.A., University of Wisconsin, Madison.

See also Abstracts 104, 219.

PERSONNEL & LABOR RELATIONS

71 A comparison of staff organization and employment opportunities of Dallas businesspapers and company publications. Linda G. Akins, M.A., North Texas State University.

256 The newspaper ombudsman as viewed by the rest of the staff. David R. Nelsen, M.A., University of South Carolina.

See also Abstracts 63, 68, 101, 184, 243, 251, 252, 264.

PICTORIAL JOURNALISM

224 Doing time. Phyllis D. Elperin Lehrman, M.A., University of Iowa.

See also Abstracts 88, 143.

PUBLIC OPINION AND PROPAGANDA

9 A field experiment on in-state election poll reports and the intensity of prospective voter candidate preference and turnout motivation in the 1972 presidential election campaign. Johan Harold De Bock, Ph.D., Indiana University.

Abstract
Number

79 An evaluative survey of voter attitudes before and after school finance campaigns. Tom Murray Arnold, M.A., California State University, Fresno.

287 Change in attitude toward the military services resulting from an orientation conducted by the Utah National Guard. Starr Duane Randall, M.S., University of Utah.

336 Survey of attitudes in the Maryville-Alcoa area toward the Tellico Dam Project with attention to sources of information and degree of exposure to the media. Nancy B. Sweet, M.A., University of Tennessee.

347 The role of images in the 1972 California Democratic primary. James Robert Vickers, M.A., California State University, Northridge.

349 Political image-building through the media of mass communication: A study of Michigan Attorney General Frank J. Kelley's media usage in a political campaign. James E. Walker, M.A., Michigan State University.

352 A study of the influence of deliberate persuasion attempts on the selection of all-America football players. Patrick S. Washburn, M.A., Indiana University.

354 Press agentry and the emergence of Daniel Boone as an American folklore hero. Wanda J. Washington, M.A., University of Wisconsin, Madison.

See also Abstracts 21, 23, 24, 33, 34, 35, 36, 38, 49, 51, 54, 90, 92, 98, 101, 133, 173, 175, 186, 192, 200, 235, 237, 238, 240, 244, 253, 263, 266, 271, 309, 322.

PUBLIC RELATIONS

21 Press relations of local school district: An analysis of the coverage of emerging issues. Cornelius Donald Guenter, Ph.D., University of Minnesota.

49 Attitudes and perceptions of attitudes by various groups on public relations issues relating to Tennessee's higher education. Stephen Sinichak, Ph.D., Southern Illinois University.

51 An investigation into the roles of legislative liaisons of six state-supported universities in Ohio as measured by a semantic differential. Nancy Marie Somerick, Ph.D., Ohio University.

80 Readers' content preferences in cooperative extension service mimeographed newsletters in Navajo County, Arizona. Le Roy Jess Asher, M.A., University of Arizona.

Abstract
Number

101 Evaluation of a public information function: Texas division of the American Cancer Society. Johana Lee Blaschke, M.A., University of Texas.

111 Public relations at the Dr. Pepper Company. Robert M. Bux, M.A., North Texas State University.

128 The personal war of John J. Pershing: A study of the General's public relations during and immediately after the Great War. Michael H. Clark, M.A., University of Wisconsin, Madison.

135 The development of the Land between the Lakes 1961-72: A case study in public relations. Marie Coutou, M.A., Murray State University.

145 The company Style Guide: A survey and analysis of its format, content, and utility. Bruce Dieter, M.A., California State University, Fullerton.

146 Cry treason: Testing Siebert's proposition II. Jon P. Dilts, M.A., Indiana University.

198 A study of the public relations specialist in selected private 4-year colleges of the southeastern United States. Rodney Douglas Irvin, M.A., University of Tennessee.

200 Texas Poultry & Egg News: Official voice of the Texas poultry industry. James Milford Ivy, M.S., East Texas State University.

217 A study of the usage of Iowa State University extension slide sets by television stations. Maridel Lessenger Kumbier, M.S., Iowa State University.

221 A community image study of the Menninger Foundation. Jean Lange, M.S., Kansas State University.

232 Public relation in Iran: Past and present. Khosrow Lotfipour, M.S., Iowa State University.

250 Public relations in West Virginia University athletics: A guide for the public relations staff. Mike Musulin, II, M.S.J., West Virginia University.

302 Information techniques of a citizen environmental organization. Cynthia Sampson, M.S., University of Wisconsin.

314 Public relations information and practices as viewed by women's newspaper editors. Jayne E. Simms, M.S., University of Wisconsin, Madison.

327 The application of direct mail advertising theories to educational fund raising. Amanda Celeste Stevens, M.S.J., West Virginia University.

345 Managing the communication-public relations function for national business and professional associations: A job analysis study. Robert Joseph Truscello, M.A., Michigan State University.

Abstract
Number

357 A communication strategy for the diffusion and legitimization of the Weller Method of detecting tornadoes. Keith Albert Wilkins, M.S., Iowa State University.

See also Abstracts 23, 38, 72, 78, 175, 211, 220, 258, 287, 341, 349, 353, 354.

RADIO, TELEVISION AND FILMS

76 An analysis of objective-subjective content of news programs of three television networks. Frederick Ivan Anderson, M.S., Iowa State University.

83 Charles Kuralt: On the Road: A study of the CBS television news feature. Virginia Ruth Bailey, M.A., University of Oklahoma.

86 A game theory approach to programming prime time network television. Trichur Ramakrishnan Balakrishnan, M.S., University of Illinois.

103 Policy and practices regarding public service announcements at selected commercial radio stations in Florida: A series of case studies. Marshall Hall Breeze, II, M.A.J.C., University of Florida.

119 The influence of an educational radio program on news reading habits and interests of Taipei elementary school pupils. Laban Ching Chao, M.A., Brigham Young University.

143 A documentary film: "The Controversy Surrounding the Saugus Swap Meet". Richard Edwin Delaney, M.A., California State University, Northridge.

167 Classic management principles applied to broadcast management. Jerry Lloyd Gantt, M.A.J.C., University of Florida.

208 The effect of technical quality deficiencies on comprehension and source credibility. James A. Katt, M.C., Florida Technological University.

220 The impact of a free-time public service campaign on attitudes toward population issues. James C. Lange, M.A., Pennsylvania State University.

222 Nutrition: Television's fruit-less image a cultivation analysis of children's nutritional knowledge and behavior. Frederick Albert Leaman, M.A., University of Pennsylvania.

240 Television and the political process in Mexico City. Enrique Leon Martinez, M.A., University of Wisconsin, Madison.

Abstract
Number

245 The formation, development and operation of Radio Free Europe. Jerry M. Medley, M.A., Pennsylvania State University.

247 Cable television for the University of Iowa: A preliminary study. Janice J. Miller, M.A., University of Iowa.

267 The relative credibility of discrepant radio newscasts as a function of announcer professionalism. Eloy R. Orozco, Jr., M.A.J.C., University of Florida.

292 The Mike Wallace Project: An analysis and evaluation of the Mike Wallace broadcast interview technique. Peter A. Richardson, M.A.J.C., University of Florida.

294 Radio news: The Interchange experience. Robert Lyman Ritter, M.A., University of Airzona.

295 A history of cable television in Akron, Ohio and a case study of its performance in presenting non-entertainment programming compared with conventional television in Akron. John D. Rock, M.A., Marquette University.

See also Abstracts 3, 5, 7, 11, 26, 30, 32, 43, 44, 52, 59, 77, 82, 91, 115, 138, 152, 156, 157, 159, 166, 178, 182, 189, 196, 217, 229, 230, 235, 246, 251, 257, 263, 270, 274, 290, 299.

RESEARCH METHODS

6 Jacques Ellul's La Technique in a communications context. Clifford Glenn Christians, Ph.D., University of Illinois.

153 An approach toward understanding communication breakdown between campus police and university students. Eric C. Elder, M.A.J.C., University of Florida.

173 Real and status quo opinions of press performance. Lizabeth Carla Goodman, M.A., California State University, Fresno.

183 The effects of orientation behavior as a determinant of group product. Ronald Roy Hemphill, M.C., Florida Technological University.

306 Feasibility of using a pretest to cause desired opinion change among magazine subscribers: A controlled field experiment. John Frederick Schlatter, M.A., University of Tennessee.

See also Abstracts 13, 39, 45, 64, 65, 148, 161, 230, 284.

Abstract
Number

SPECIAL MINORITIES

4 Black English and the mass media. Walter Milton Brasch, Ph.D., Ohio University.

27 A profile of the black newspaper old guard: Black journalists reflect on the past, present and future. Henry George La Brie, III, Ph.D., University of Iowa.

99 Careers and jobs for American women as reflected in the pages of Mademoiselle, 1935-1975. Catherine A. Binns, M.A., University of Missouri.

125 The American Indian Press Association: Its history, activities, and organization. Don Arthur Christensen, M.A., Michigan State University.

138 Black minority television news reporting in Atlanta. Donald James Dare, M.A., University of Georgia.

152 News and public affairs programming by Black radio stations. Kenneth L. Eich, M.A., University of Wisconsin.

172 The press coverage of the entrance of Jackie Robinson into baseball as the first Black. Cynthia Rose Goldstein, M.A., Michigan State University.

177 Women's pages in transition. Zena Beth Guenin, M.A., California State University, Northridge.

211 Public relations and the Black community: Need for a new approach? John Day Keeler, M.A., University of Texas.

214 The history and evolution of women's pages in American newspapers. Beverly Stephen Koch, M.J., University of California, Berkeley.

223 Image of Mexican Americans in San Antonio (Texas) newspapers: A content analysis. Sylvia Anne Lee, M.A., University of Texas.

242 A history and analysis of feminist periodicals. Anne D. Mather, M.A., University of Georgia.

246 Minority-group participation in commercial television programming: A case study of the WPVI-TV experience. James L. Merriner, M.A., University of Pennsylvania.

251 Women in radio. Lana Naegel, M.S., University of Wisconsin, Madison.

252 A study of the women journalist working on daily newspapers in Nebraska. Glennis L. Nagel, M.S., Kansas State University.

290 A survey of minority employees and their supervisors in broadcast news. Leverne Tracy Regan, M.A., University of Wisconsin, Madison.

Abstract
Number

296 Race problems of the Black American as covered by Life and Ladies' Home Journal from 1945-1962. Patricia Adams Roesch, M.A., Syracuse University.

303 Treatment of Mexican Americans by selected U.S. newspapers: January-June 1970. Leo A. Sanchez, M.A., Pennsylvania State University.

321 The Omaha Star: Its main concerns. Joyce E. Smithson, M.S., Kansas State University.

342 A content analysis of goals and occupations of heroines in three women's magazines: 1944-1972. Romalyn A. Tilghman, M.S., University of Kansas.

See also Abstracts 7, 13, 28, 47, 162, 188, 226, 231, 276, 314, 344, 353.

TYPOGRAPHY & GRAPHIC ARTS

29 Monoserif: An historical review of the technical developments affecting the designing of typefaces. Carl Floyd Loomis, Ph.D., Syracuse University.

215 The computerization of Georgia's weekly newspapers and management evaluation of specific equipment. Odalie Karen Kromp, M.A., University of Georgia.

268 Facsimile systems-development and future. Charles A. Ottinger, M.A., University of Georgia.

291 Proposals for a functional typography. Rolf F. Rehe, M.A., Indiana University.

See also Abstracts 140, 166, 201, 217, 280, 323, 334, 337.

VISUAL COMMUNICATION

112 Budget, availability, and use as variables for applying instructional technology in Florida high schools. Michael Walter Byers, M.C., Florida Technological University

See also Abstracts 117, 143, 187, 217, 224, 281, 299, 331, 334.

INDEX